

INTEGRATED SHOPPING CART FOR SALE OF THIRD PARTY PRODUCTS AND
SERVICES VIA THE INTERNET

ABSTRACT OF THE DISCLOSURE

The current invention includes an improved system for an e-commerce vendor to
5 seamlessly incorporate products and services from a third party into its own e-commerce site.
This system enables the e-commerce vendor to display the third party products and to accept
orders and arrange fulfillment of these products through its own site in a manner that is
seamless to the end user. When the e-commerce retailer requests product information from
the supplier, the supplier provides the retailer with product information and URLs at which
10 additional information can be located. The retailer uses this information to retrieve product
images, descriptions and information and to display this information to its customer on its
own site. Each of these items is tagged with a unique element identifier that contains a
number of details about the product. This information tagged to the product image or
description enables the product to be easily identified by both the retailer and the supplier.
15 When the customer purchases the products from the retailer, the necessary information is
tagged to the product information and, thus, is available for placement of the order with the
supplier. This enables the product order to be routed to and fulfilled by the third party
supplier in a manner that is transparent to the customer.

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